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DECEMBER 28, 1956

THE JEFFERSONIAN, JEFFERSONTOWN (JEFFERSON COUNTY) KENTUCKY

PAGE 1



Best wishes for the coming
year to all our good customers
and friends.

**PARAGON
CLEANERS**

110 WEST WATTERSON
Jeffersontown, Ky.
ME. 4-8321



May the blessings of Joy and
Peace be with you
through the coming year.

**JEFFERSONTOWN
LAUNDERETTE**

10428 WATTERSON



Heartfelt thanks for your pat-
ronage in the past year. We
pledge to do our utmost to
continue to serve you as well
in 1956.

**THE
FAMILY STORE**
Everything For The Family

JEFFERSONTOWN, KY.
Jeffersontown 5-2332



Our wishes are as old as time
for all of our good friends
May they have years of happiness
and peace with you all in
the year that is to come.

**SCHUMANN
Antique Furniture**

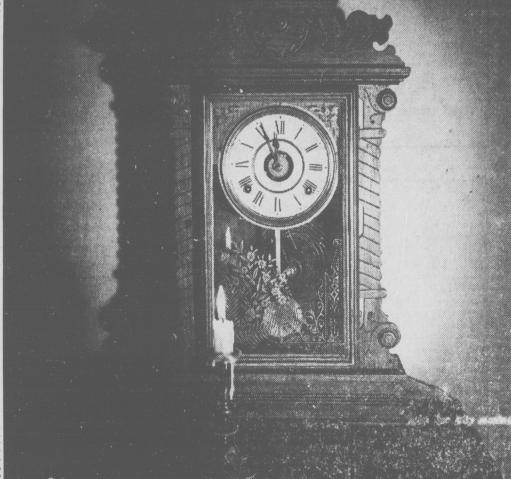
TAYLORSVILLE ROAD
Jeffersontown 5-5134



The
Jeffersonian

SEEK YE FIRST THE KINGDOM

TIME RUNNING OUT!



New Year's Eve and four minutes 'till midnight. It is time to total your failures, to calculate your successes, and to make bonafide resolutions. Did this year bring a spiritual surplus for you? Do you have a clearer view of destiny? Do you know more of the meaning and purpose of life? Have you had time for God? If not, it will be a terrible day, when God has no time for you. As the New year dawns, we know God is in front. He will be in all the tomorrows. Happy New Year!

© Williams Newspaper Feature
For more, see page 10

This Series of Church Ads Is Published and Sponsored by the Undersigned
Business and Professional Men and Individuals

BUECHEL STANDARD STATION
Glendale 8-9213
Bardstown Road at Railroad

ALMOND COOKE
Juniper 2-2531
Seventh and Broadway

V. V. COOKE

CON-O-LITE BURIAL VAULT CO.
Buechel, Ky.

DeLANEY FURNITURE STORE

St. Matthews

DOUGLAS FURNITURE STORE
123 East Watterson
Phone 5854 Jeffersontown, Ky.

Be strong in the FAITH and
regular ATTENDANCE at your
CHURCH.

OSCAR EWING
Fresh Dairy Foods

C. F. JASPER & SONS
General Merchandise
Jeffersontown, Ky.

JEFFERSONTOWN PHARMACY
Prescriptions
Jeffersontown, Ky.

J-TOWN FOOD LOCKER
Arthur L. Gorham
128 North College Phone 5-5130

**JEFFERSONTOWN
FOOD MARKET**
Harry Ruckriegel
Jeffersontown, Ky.

**KENNEDY
INSURANCE & REALTY CO**
Buechel, Ky.

Jeffersontown Branch
**LIBERTY NATIONAL BANK
& TRUST COMPANY**
Jeffersontown, Ky.

DR. J. V. MAHON
Dentist
Buechel, Ky.

McAfee FUNERAL HOME
Glendale 8-1561
Buechel, Ky.

**MIDDLETOWN MANOR
MOTOR COURT**
Middletown, Ky.

W. T. NEWKIRK
"Your Druggist"
Jeffersontown, Ky.

ORMSBY DRY GOODS CO.
Shoes, Notions, Ready-to-Wear
JEFFERSONTOWN, KY.

OTHO TAPP
General Contractor
Louisville, Ky.

HAVE FAITH IN GOD!

HENRY RIDDLE
Building Contractor
Middletown, Ky.

NOLTE FLOWERS
Deliveries in J-Town and Vicinity
1512 Bardstown Road

SETTLES SALES & SERVICE
General Electric Dealer
Jeffersontown, Ky.

S. H. SHAW, JEWELER
Francis Bldg. in Louisville
Branch in Jeffersontown

SUBURBAN OIL COMPANY
Jeffersontown, Ky.
Heat With Shell Oil

ARCHIE E. TENNILL
Electrical Contractor
Fisherville, Ky.

**THOMPSON
LINOLEUM & SHADE CO.**
Buechel, Ky.
Glendale 4-5018

R. C. TWAY

E. W. WIEGLEB

W. LEE WIGGINTON
Metropolitan Life Insurance Co.
Jeffersontown, Ky.

WIGGINTON & SNYDER
REALTORS
4020 Tryonville Road Hikes Point
GL. 4-5432—J-Town 5-5158—GL 8-5391

YEAGER'S FOOD MARKET
Jeffersontown, Ky.

"Him that cometh to Me, I
will in no way cast out". John
6:37.



We wish to take this opportunity to express our appreciation to you, our many friends and customers, for your patronage during the past year.
Wishing you a Happy and Prosperous New Year.

THE PEOPLES BANK

MT. WASHINGTON, KY.

Member Federal Deposit Insurance Corp.



MAY 1957 BRING NEW HAPPINESS TO ALL OUR FRIENDS AND PATRONS EVERY DAY THAT IT IS WITH US!

Ormsby Dry Goods Store

JEFFERSONTOWN, KY.



NEW YEAR GREETINGS!

+ + +

MAY THE DISAPPOINTMENTS AND SORROWS OF THE OLD YEAR RING OUT WITH THE COMING OF THE NEW YEAR.

+ + +

MYERS FUNERAL HOME

AMBULANCE SERVICE!

Phone 5461 :— Jeffersontown, Ky.

Mrs. Hallie White Nancy Frederick Sarah Harris

HAPPY NEW YEAR!



White's Beauty Shoppe HAIR STYLISTS

Jeffersontown, Ky.

Phone 5621



AND OUR MANY THANKS FOR YOUR WONDERFUL PATRONAGE DURING 1956.

+ + +

SETTLES SALES & SERVICE

SERVICE ANYTHING ELECTRIC

Phone 5638

Jeffersontown, Ky.

J. B. Eddleman E. S. (Skip) Kelner

1957



1957

Goodbye to the old year! Welcome the new! And here's our sincere wishes the joyous infant grows into a year of happiness and plenty for you and yours!

SUBURBAN
tire and appliance store
10115 N. TAYLORSVILLE ROAD

Phone 5903 or 5-2431 Jeffersontown, Ky.

1957



1957

... and a Very Happy New Year to you all! Plus a promise! To continue giving you the finest buys possible throughout 1957.

+ + +

Peterson Hardware Store

"HOME OF FINE HARDWARE"

Chestnut 5-4138 Middletown, Ky.



RING IN 1957

+ + +

FROM OUR HEARTS-DEPTHES WE WISH ALL OUR FRIENDS AND PATRONS A JOYOUS NEW YEAR.

+ + +

C. F. JASPER & SONS

JEFFERSONTOWN'S POPULAR GROCERY

Phone 5411 Jeffersontown



+ + +

There's nothing modern about New Year's wish for you who have made business such a pleasure for us this year. Old but sincere is our wish for a Real Happy New Year!

+ + +

LAWRENCE T. MILLER
INSURANCE SPECIALIST

Jeffersontown :— Kentucky

Phone 5418

Phone 5418

Greetings and Best Wishes

COMMUNITY NEW



HAPPY NEW YEAR FROM ALL OF US TO ALL OF YOU.

MEMBER FEDERAL RESERVE SYSTEM

BANK OF MIDDLETOWN

MIDDLETOWN, KY.

Member Federal Deposit Insurance Corporation



1957 1957

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Jeffersontown Food Market

HARRY J. RUCKRIEGEL

Jeffersontown, Ky.

Phone 5436

Phone 5436

Jeffersontown, Ky.

Phone 5436

To Our Many Friends

YEAR GREETINGS



7 Year!

sincere wishes and prosperous New Year.

Farmers
Co., Inc.
LOUISVILLE, KY.

WISHES!

there is happiness ahead for us all.

GREETINGS
for the
NEW
YEAR

RDS BANK
Insurance Corporation
LOUISVILLE, KY.
Hargan, Executive Vice-President

HAPPY NEW YEAR

YEAGER'S
KEY MARKET
Phone 5-5136
JEFFERSONTOWN, KY.

YOUR FRIENDLY DRUG & SUNDAY STORE
Phone 5-5109

HAPPY NEW YEAR

With the advent of 1957 hours away, we wish you and yours a year of health, happiness and prosperity. We hope that our association with you will be as pleasant during the new year as it was during the closing weeks of 1956. Again we say thanks!

WESTERN AUTO ASSOCIATE STORE
JEFFERSONTOWN — KENTUCKY
Across From Bank

BEST WISHES FOR 1957

NAPIER'S SAMPLE BOOTERY
10524 WATTERSON
Jeffersontown Kentucky

HAPPY NEW YEAR!

Bruce's Nursing Home
10400 WATTERSON
For Aged and Convalescent
Phone: 5-5569 Jeffersontown, Ky.

OUR BEST WISHES FOR THE NEW YEAR

BARDSTOWN ROAD FLORAL CO.
BARDSTOWN ROAD AT SIX MILE LANE
Glendale 8-2468

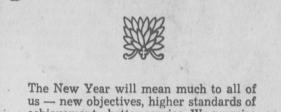
HAPPY NEW YEAR!

Hunter's Pan-Am Service
9905 TAYLORSVILLE ROAD
Jeffersontown 5897

BEST WISHES! 1957

We hope 1957 will bring you many blessings, and take this means of telling you how happy we are having you often during the past year.

Ellingsworth Produce
10508 TAYLORSVILLE ROAD
Jeffersontown 5804



The New Year will mean much to all of us — new objectives, higher standards of achievement—better service. We promise our constant effort to serve you even better in the coming year.

BOURBON STOCK YARDS
LOUISVILLE, KY.



We'd like to ring the doorbell of every one of our friends, but we'd have to "close up" a couple of days to do it. So we're taking this way of having our New Year wish reach each and everyone!

Jeffersontown Pharmacy

Phone: 5-2280 Jeffersontown, Ky.



HAPPY NEW YEAR!

AS CHURCH BELLS HERALD THE ARRIVAL OF A NEW DECADE, WE WISH YOU ALL THE BEST OF EVERYTHING.

FLOORE'S COAL & FEED

PHONE 5-5133
JEFFERSONTOWN — KENTUCKY



HAPPY NEW YEAR!

DR. E. H. SCHMIDT
DR. E. H. SCHMIDT, JR.
OPTOMETRISTS

and best wishes to everyone

* We send you every good wish for a Happy New Year and for health, happiness and prosperity throughout 1957.

It has been a pleasure to serve you and we highly appreciate your loyalty.

WILLIAM T. NEWKIRK
YOUR DRUGGIST
Jeffersontown — Kentucky

From the bottom of our hearts we wish you and yours a very happy and prosperous New Year.

KUTE SERVICE STATION
Phone 5-5171
Jeffersontown — Kentucky
DAY AND NIGHT WRECKER SERVICE



Our New Year wish for you and yours is that 1957 will be the best year you have ever had. Best wishes to ALL!

McAfee Funeral Home

Private Ambulances
Oxygen Therapy Equipment

31. 9-1561-8-1552 Phone 34
BUECHEL, KY. MT. WASHINGTON, KY.



AS TIME FLIPS THE LEAVES OF YOUR CALENDAR, MAY EACH NEW PAGE BRING JOY AND SATISFACTION. HAPPY NEW YEAR!

JEFFERSONTOWN LOCKER PLANT

Phone: 5-5130
Jeffersontown — Kentucky

Happy NEW YEAR

SERVING THIS COMMUNITY SINCE 1909

BANK OF ST. HELENS
SHIVELY, KY.

Member Federal Deposit Insurance Corporation



MODERN FARMER



Dairy Cow Freshening Best In Fall Or Winter

Dairy farmers should plan breeding programs to have cows and heifers freshened in the fall or winter months according to specialists of the U.K. Agricultural Extension Service.

Fall-or-winter-freshening animals yield more milk and more DHA records show. Also, farm work is slacker in winter time so given the cows are dry in summer months when pastures are usually still producing, the winter-freshening animals are better, the hired-help work load is better distributed, and full calves are larger enough by spring to make good use of pasture and can eat more.

In breeding programs, farmers also should consider the heifer's age and size, the size and age of the bull, and the feeding program. Farmers should record on each period, setting record of the heifer, and keeping slow breeders.

A NEWS ITEM: Phone Jeffersontown 5-5143.

Moser Cow Completes Fine Production Test

A special report of the Holstein-Friesian Association of America, Brattleboro, Vt., announces the completion of an official production record by a registered Holstein cow, the herd of John A. Moser, Worthington, Ohio.

The University of Kentucky supports the weighting and testing of this record which compares with an annual production of only 5,153 pounds of milk and 224 pounds of butterfat per the average U.S. cow.

The tested animal is Moser Prude Lucy 3424350, milked twice daily for 358 days and producing a total of 11,383 pounds of milk and 505 pounds of butterfat as a 3-year old.

"Three strokes and out" is not true. Many patients have survived many strokes, and anti-clotting drugs have extended lives of patients with ailing brain blood vessels as much as 10 years.

You Will Be Happy Throughout the Holidays

AND THE ENTIRE NEW YEAR — AND WITH YOUR MIND AT EASE — WITH A FEDERAL LAND BANK LOAN THROUGH THE DIXIE NATIONAL FARM LOAN ASSOCIATION.

SEE T. W. HEFLEY, SECRETARY-TREASURER
OR CALL JUNIPER 2-2020

Room 206 Stock Yards Bank Building

Jefferson County CHECKERBOARD NEWS

by Emmett Mitchem
Check-R-Board Feed Store
315 Baxter — Louisville, Ky.



WON'T SOMEBODY HELP!

If layers, milk cows and beef cattle could help, we're sure they might. "Want to help? Help us." This time of year makes 'em uncomfortable, eat produce and many don't even know it. Except for livestock and poultry for Joe Goss, Purina's Director of Purina Insect Killers takes care of cattle. For poultry, it's Purina Litter Powder or Poultry Insecticide. Get 'em now.

PIG LITTERS TELL MUCH ABOUT SOFT FEEDING

The ration a brood sow is fed during gestation shows up in the size, strength and condition of the litters she farrows. If she is not fed properly, small litters often result. During her pregnancy, she resorbs the tiny embryos... pigs never farrowed. Watch the sow's weight and condition. If you don't know and see that she gets plenty of Purina Sow & Pig Chow, but don't overfeed. The average sow should gain 100 to 115 lbs. during gestation and add lots of fat, but most pigs are. You getting the most from your sow?

Purina Calm Program

This year, Purina Nursing Chow and Calf Starters have improved, will grow calves 8-10% faster than ever at no increase in cost. If you're not getting the results you want, 70 lbs. heavier on average at 4 months. Ask about the Purina Calm Plan... right away.

HERE'S YOUR BABY CHICK CHECK LIST

A lot of things go into the development of good pullets... the kind of chicks you buy, how they are put down, managed and fed. We want you to have a reliable, easy-to-use check list which should help you develop good layers at reasonable cost.

1. Let's talk over your baby chick plans. We'll help you choose.

— See "FARM" every Saturday at Noon on WAVE-TV —

good chicks from pure-bred flocks. You'll find our quality chicks are from fast-growing strains that have been fed for vigor. They are kept healthy.

2. Order so that there will be one or two more chicks per square foot in brooder house.

3. Check to make sure brooder house is draft free. Then clean thoroughly with Purina Disinfectant. Allow the house to completely before chicks arrive.

4. Set up brooder stoves and operate them long enough to be sure they are working properly before chicks are put down.

5. Cover floor with 3 inches of straw bedding. For the first 4 days chicks are in ring with newspapers or torn paper.

6. Arrange sufficient waters and feeders around after feeding.

7. Place chick guard around to keep chicks from straying away from heat.

8. Use Check-R-Tabs on hand for water sanitizing. One tablet per quart of water purifies one quart of water per day.

9. Be sure you have an adequate supply of Super Chick Starter to give the birds a fast start. In fact, nothing beats that.

10. Check on setting time when a few volunteers start to sell their chicks for a penny apiece.

Sales were slow until she went to a great American newspaper for help. The Christmas Seal idea was born.

11. Don't let the patients have a few volunteers who began to sell their chicks for a penny apiece.

12. Emily Bissell had an idea.

13. Emily Bissell was a Red Cross Worker in Wilmette, Ill., during the early part of the century. As a volunteer came to her with a problem. She had a small hospital where they were trying to find a new tuberculosis treatment. She had a problem with the patients.

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Middletown News

Mr. and Mrs. C. B. Mitchell, 602 Tucker Station Road, are the proud parents of another son, Kenneth Otto Mitchell, born December 11. This makes a total of three boys, Robert Alan, Lewis Scott and Michael.

The Christmas musical program at the First Baptist Church Sunday, December 16, was given to a packed house. There were 81 in the three choirs, 20 in the Primary Choir, which gave two numbers; 41 in the Junior Choir, 12 in the Senior Girls' Choir, and 10 in the Senior-Adult Choir, which gave six numbers.

More Babson

(Continued from page 2) climbing prices due to lack of parking facilities.

24. Suburban real estate will continue active, but fewer, new houses will be built. Demand will be for sale by executives who have lost their well-paid jobs.

25. Purchasers will give more attention to the size of the lots when buying. A larger lot can be secured by buying existing houses. Modern kitchens will become a "must."

26. Acreage needs proposed shopping centers, the automobile will continue to raise havoc with real estate prices, helping some locations to sell for higher prices.

27. New heating and cooling systems with heating, lighting and other features will make most houses obsolete.

28. Large commercial farms will continue to increase on the fringes of cities, while smaller farms will be more valuable. The selling of mechanized farms will be good, especially to operators and hard to sell.

29. The railroad to schools, churches, stores, and bus routes will become a more important factor in the resale of homes.

30. The new year will be a well-lasted holiday to occur in 1957, a good year to buy or build; but a dangerous year for speculation.

Stock Market Outlook

It is unlikely for anyone to now forecast the stock market for 1957. The Dow-Jones Industrial Average, now around 490, may decline to 400 or advance to 600.

31. All investors will want "safety," but wise investors will first decide whether they also want "income" or "profit." Only by luck can you obtain all three features with certainty during 1957.

32. Investors will probably continue to prefer stocks to bonds, which will give a better yield of near 6 per cent. I will gladly send, free of charge, a list of such to any reader so requesting.

33. Investors can buy, during 1957, well-seasoned preferred stocks (not necessarily cumulative) which will give a better yield of near 6 per cent. I will gladly send, free of charge, a list of such to any reader so requesting.

34. During 1957 good utility stocks should be attractive for yield and marketability. The demand for electricity will continue to increase throughout 1957.

35. Tax laws will be changed to advise readers who do not care for income, but only for profit. As above stated, the Dow-Jones Industrial Average may approach 600 in 1957, but it will not go to 600. It will be very easy to make a mistake by either buying or selling stocks at this time, except for intelligent switches. I am willing to say, however, that readers need not panic and sell their own. Even Gulf Oil, which has the largest interests in the very rich Middle East fields, should not be sold.

36. All sensible investors will carry good bank balances and reserves during 1957 so as not to be caught, whatever happens.

37. There should be no panic in the stock market in 1957. Stocks will fluctuate between their present levels or else will gradually slide downward or upward. It will be risky to borrow money to buy stocks in 1957; rather it would be safer to get out of debt.

38. The way to make money in the stock market is: (1) Confining your purchases to the stocks of the companies in each industry. (2) Diversify investments and do not try to pick not winners, remembering that a t, whether you buy or sell, some stocks (principally small) as you are doing the opposite at the same time. (3) Store up cash when most people are bullish; use this cash to buy stocks when most people are bearish.

39. We are no longer on the Gold Standard but on a Political Standard. Although the Law of Action and Reaction will ultimately prevail, yet periods of prosperity can arise which are explained by manipulating money rates, subsidies, and other financial policies.

40. Every reader should have a little stock in one of the great banks in which he has his account. Bank stocks should make money during 1957, whatever the "big" changes in the International and Other Affairs.

42. During 1957 the administration will do everything possible to keep us out of war. It certainly will not get us involved with France, Israel, or their allies.

43. So long as President Eisenhower is in good physical condition (as compared with his health), he will back the United Nations with one voice. Never mind Air Force. This is the only way in which he will be tempted ever to enter World War III.

44. The world will not use an A-bomb or H-bomb in 1957 or give them bombs to any other nation. However, to save the United Nations, President Eisenhower will give that organization all the bombs it wants.

45. 1957 should be a good year for tax-exempt trusts to collect and other worthy causes. Those who have a trust which shows a profit, should

use the charitable deduction to help those in need.

46. Householders will avoid making unnecessary purchases on credit. They will realize that a sensible plan is being considered, one of which is to have a very small tax on the first gallon of oil used in the home, and a much larger tax on the second gallon.

47. Purchasers will give more attention to the size of the lots when buying. A larger lot can be secured by buying existing houses. Modern kitchens will become a "must."

48. The big thing that Russia wants is not so much the oil fields as freedom to pass through the Dardanelles. This will be an important feature of the Suez Canal problem. I further forecast that the Republic of Taiwan will attempt to undo what we perpetrated in 1944, in order to build the Panama Canal.

49. I would be unfair to readers of this forecast to mention the great importance of Mr. Eisenhower's health. In connection with any building business, investment, or other program, it should be continually kept in mind.

50. Better fed and more intelligent populations, both in the United States and elsewhere, will continue to increase. Important new discoveries and inventions will take place. Six years ago we were enjoying the prosperity brought on by the Electrical Era. Then followed the motor car and oil era which we have now largely been experiencing, plus a chemical and building boom. This coming together account for the great prosperity of the last 10 years. Sometimes we will wonder if we are headed for trouble, but it will be followed by a new electronic and nuclear era. Therefore be optimistic.

51. In closing, I urge my friends to read the Chapter of the Bible Book Department, which was written 3,000 years ago and is applicable today as ever. Incidentally, it mentions Egypt, which even then was an important factor in world events.

52. The author of this forecast is

Robert O. Weber

Funeral services for Robert O. Weber, 57, secretary-treasurer of the Forrester-Weber Company, Louisville printing concern, were held at 10 a.m. Monday in the McNeely Southern Funeral Home. Interment was in the Sardis Cemetery.

Weber, who lived on St. Andrew's Creek Road, was an

Archangel Church member and children entertained Christmas Day for Mr. and Mrs. Fred Stutzberger and Mrs. G. N. Hesse made and decorated several boxes and gave some to the men's and women's wards.

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Mr. and Mrs. Elroy Shepherd and children left the firm of the work for a vacation in California.

Mrs. Jaunita Goins was very sick last week. Several visits were made and it was found that her trouble was bad blood, but no serious trouble as was originally feared.

Mr. and Mrs. Elroy Shepherd and children entertained Christmas Day for Mr. and Mrs. Fred Stutzberger and Mrs. G. N. Hesse made and decorated several boxes and gave some to the men's and women's wards.

—

Miss Diana Kaye Peak is sick with an awful cold.

Mrs. Lorraine Schreiner is having terrible time with her new

Mr. and Mrs. Russell Ernst, Miss Patry Ernst and Albert Ernst called on Mr. and Mrs. Eliam H. Howard, of Lexington, Christmas Eve.

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Heart and circulatory diseases

cause one out of every two deaths in the United States.

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Parishioners of St. Gabriel the Archangel Church celebrated their first Christmas in their new church on Bardstown Road near Fern Creek. First services were held in the new building Sunday, December 24.

The 600-seat, \$80,000 churc

building includes a unique Roma brick and the redwood facade behind the altar. Since it was organized 10 years ago, the parish has grown from 200 to 350 Catholic families.

The school, with an enrollment of 318, was opened in September.

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